

## **Questions for Evaluating Fundraising Efforts**

1. Do you have a surplus at the end of the year? If so, is it larger than last year's?
2. What is your donor renewal rate? How does that compare to previous years?
3. How long could your organization survive without new donors?
4. Is your donor base growing? How many donors are upgrading (increasing their donations) and how many are downgrading (decreasing their donations)?
5. How are you doing in comparison to other watershed organizations in your area?
6. Does your organization have a reliable supply of discretionary funds?
7. Does your organization have an adequate supply of project funds?
8. Does your organization have a sufficiently large and engaged constituent base?
9. What is the percentage of actively fundraising board members?
10. Are you able to both receive and pay money promptly?